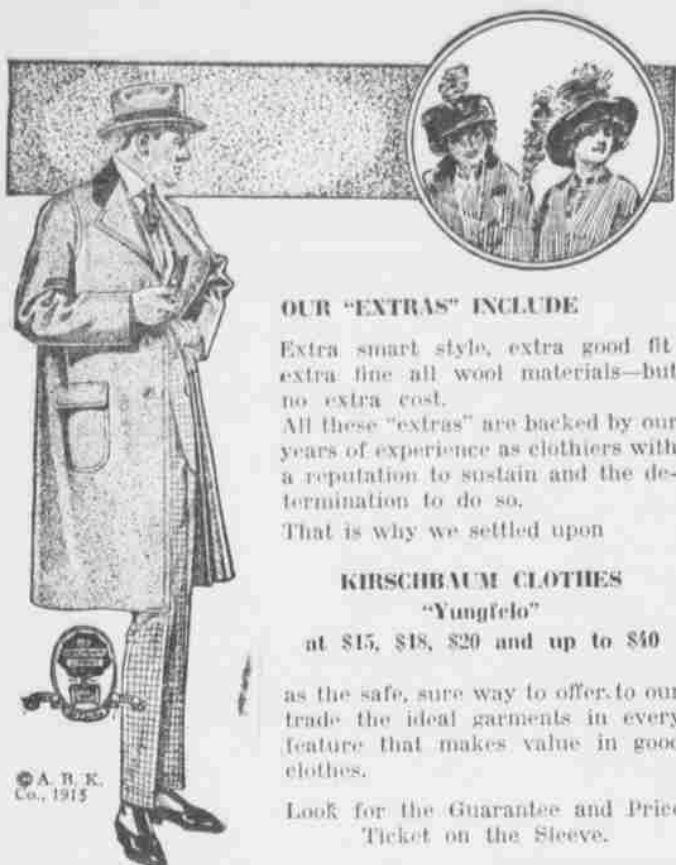


# OTTO-JOHNSON MERCANTILE COMPANY

LOW PRICE MAKERS

Everything to Eat and Wear

QUALITY STORE



**OUR "EXTRAS" INCLUDE**

Extra smart style, extra good fit, extra fine all wool materials—but no extra cost. All these "extras" are backed by our years of experience as clothiers with a reputation to sustain and the determination to do so. That is why we settled upon

**KIRSCHBAUM CLOTHES**  
"Yungelo"

at \$15, \$18, \$20 and up to \$40

as the safe, sure way to offer to our trade the ideal garments in every feature that makes value in good clothes.

Look for the Guarantee and Price Ticket on the Sleeve.

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## Knit Goods

Fall has Arrived

You will soon be ready for a Sweater—or at least something in the Knit Goods line, whatever it is you will find it in our new and well assorted line.



## 75c Table Scarf OUTFIT 50¢

Including 6 Skeins Silk Floss and Embroidery Lesson. All now for

This beautiful Butterfly Scarf for Library Table, alone is worth all we ask for entire outfit. It is hand-tinted on natural tan, pure linen crash. Accept the liberal offer we are making just to introduce

**RICHARDSON'S**  
PURE SILK FLOSS

We want you to try it and learn why millions of women prefer Richardson's on account of its rich, Oriental lustre, ease in working and gorgeous colors that will not run.

We can supply Pillows to match.

## Hats

Newest shapes and colors in Mens' and Boys Hats and Caps.

Newest fall line of Arrow Brand Shirts. Fastest styles in Men's Ties.

# HARDWARE DEPT.

RETAIL

WHOLESALE

**REMEMBER** that we carry a complete line of Studebaker Buggies. There is a reason why you should buy a Studebaker Buggy.



## "You can always tell a Studebaker Buggy"

ITS fine lines, quiet elegance and attractive appearance make it noteworthy in any company.

Sixty years of vehicle building experience are incorporated in a Studebaker buggy. When you buy a Studebaker you protect yourself against the mistakes of younger builders.

Look at the flexible, bent-reach gear, the slender yet sturdy wheels, the carefully-made plugless body, the double ironed shafts and many other exclusive features.

Studebaker buggies have no equal either in construction, or in snappy, stylish appearance.

Come in and let us show you these buggies.

Come and let us tell you about the best buggy on the market. When in need of hardware of all kinds don't fail to see us.

# IN OUR GREAT AND COMPLETE GROCERY DEPARTMENT

NEW MEXICO'S LARGEST RETAIL AND WHOLESALE GROCERY

## We Make the Family Happy

POOR FOOD MEANS INDIGESTION

Indigestion means a bad disposition. The best cook can not make a good meal unless she has the best groceries. The woman who wishes for herself and family to be happy and healthy, will buy her groceries where she knows them to be pure and high grade.

Our reputation in this line is unquestioned. We will still sell 16 lbs. of SUGAR for \$1.00, cane or beet same price. Two care fine Colorado spuds at \$1.25 while they last. We have several cars of new fresh groceries which will arrive in a few days. Special prices.

MONEY BACK AT OUR STORE FOR ANYTHING THAT DOES NOT PLEASE YOU.

# Otto-Johnson Merc. Co.